

Message Text

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ACTION NEA-10

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-----141035Z 060857 /12

P R 140933Z JUN 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 3051

UNCLAS SECTION 1 OF 2 TEHRAN 5242

EO 11652: N/A
TAGS: BEXP, IR
SUBJ: FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE

REF: USDOC 10481

1. POST FULLY SHARES CAGNE'S BELIEF THAT CONTINUING
DIALOGUE ON FY 79 PROGRAM IS CONSTRUCTIVE. IN THAT SPIRIT,
FOLLOWING ADDITIONAL COMMENTS ARE INTENDED SHED FURTHER
LIGHT ON OUR MUTUAL PROBLEMS IN EXPECTATION THAT STRONGER
PROGRAM WILL EMERGE.

A. NO ONE IS MORE AWARE THAN THOSE HERE OF FREIGHT AND
LOGISTICS PROBLEMS WHICH HAVE BESET THIS TRADE CENTER
SINCE IT OPENED. POST HOPES, HOWEVER, THAT PROSPECTIVE
EXHIBITORS ARE BEING FULLY AND ACCURATELY INFORMED OF IM-
PRESSIVE PROGRESS WHICH HAS BEEN MADE DURING PAST YEAR.
BACKLOG OF UNRESOLVED AND UNATTENDED FREIGHT AND EMBASSY
GUARANTEE CASES DATING FROM 1973 HAS BEEN REDUCED FROM MORE
THAT 150 TO LESS THAN 20.
NEW SYSTEM AND ADDITIONAL TIME DEVOTED TO THESE PROBLEMS
HAS RESULTED IN NO DELAY FOR LAST TWO EXHIBITIONS
(8 MONTHS), NO EMBASSY-GUARANTEE COMPLAINTS AND EXPECTATION
THAT WATER RESOURCES PROMOTION OPENING NEXT WEEK WILL COME
OFF IN SIMILARLY SMOOTH FASHION. REFTEL MENTIONS CONSENSUS
OF RETURNING EXHIBITORS WHICH SEEMS TO REPEAT MANY OLD COM-
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PLAINTS. POST DOES NOT EXPECT ONE HUNDRED PERCENT SATISFAC-
TION IN EVERY RESPECT FROM EVERY EXHIBITOR BUT IF THERE IS
INDEED A NEGATIVE CONSENSUS AMONG RECENT EXHIBITORS IT HAS
NOT BEEN REFLECTED IN THEIR PARTICIPANT REPORTS OR THEIR
COMMENTS WHILE IN TEHRAN. IT IS POST'S BELIEF, BASED ON
INFORMATION FROM OTHER TRADE CENTERS AND DISCUSSION WITH
EXHIBITORS HERE, THAT TEHRAN'S PERFORMANCE NOW COMPARES

MORE THAN FAVORABLY WITH OTHER TRADE CENTERS.

B. LONG PROGRAM EXPERIENCE HAS REPEATEDLY DEMONSTRATED SECOND FLOOR EXHIBITORS ALWAYS THINK THEY ARE RECEIVING LESS VISITOR TRAFFIC THAN THEY SHOULD. WE BELIEVE TOKYO EXPERIENCE, BASED ON ACTUAL HEADCOUNT UPSTAIRS AND DOWN, CONFIRMS THAT THERE IS SOME VALIDITY TO THIS COMPLAINT BUT USUALLY NOT TO EXTENT IMAGINED BY EXHIBITORS.

C. POST BELIEVES COMPLAINTS ABOUT VISITORS ATTENDANCE ARE UNFOUNDED. THIS POINT COVERED VERY THOROUGHLY IN EACH TC BRIEFING AND EXHIBITORS KNOW IN ADVANCE WITHIN NARROW LIMITS HOW MANY BONA FIDE BUSINESS VISITORS TO EXPECT EACH DAY. OUR PREDICTIONS ON THIS POINT HAVE PROVED QUITE ACCURATE. TOTAL NUMBER OF VISITORS IS OF LITTLE INTEREST TO US OR MOST OF OUR EXHIBITORS. TC MENTIONS IN BRIEFING THAT IF EXHIBITORS WOULD LIKE TO SEE ONE THOUSAND INSTEAD OF TWO HUNDRED VISITORS EACH DAY IT CAN EASILY BE ARRANGED BY SEVERAL TELEPHONE CALLS TO TECHNICAL HIGH SCHOOLS. ALL RECENT EXHIBITORS HAVE EASILY GRASPED THIS POINT AND FULLY UNDERSTAND THAT THIS IS NOT THE KIND OF ATTENDANCE THAT THEY OR TC WANT.

D. PROCUREMENT SEMINARS IN BIC HAVE ALWAYS STRESSED THAT SHOWS ARE NOT FILLED BY RELYING ON REPLY CARDS AND THAT THOSE RECEIVED CAN IN MANY WAYS BE CONSIDERED A WELCOME BONUS. THIS SUBJECT WILL BE COVERED AT FORTHCOMING TRADE CENTER DIRECTORS' CONFERENCE AND IT WILL BE OF INTEREST TO COMPARE PROCUREMENT DIFFICULTIES IN EACH OF THE UNCLASSIFIED

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TRADE CENTERS. PRODUCT THEME CERTAINLY APPEARS TO BE AS IMPORTANT AS TC LOCATION IN DETERMINING WHETHER OR NOT SHOW WILL BE FILLED. TC TURNED DOWN ONE PARTICIPANT FOR WATER RESOURCES EXHIBITION FOR LACK OF SPACE AND IS PLEASED TO NOTE THAT DECEMBER BUILDING EQUIPMENT EXHIBITION IS FILLING UP RAPIDLY.

E. POST IS AGAINST AN ACROSS THE BOARD LOWERING OF SIGHTS TO ACCOMMODATE 8-12 EXHIBITOR SHOWS.

F. WITH RESPECT TO MARKET OPPORTUNITY PROGRAMMING, CONCEPT APPEARS TO HAVE MERIT IF THE QUESTION OF POSSIBLE

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CONFLICT WITH MAJOR PROJECT ACTIVITIES AND TRADE MISSIONS
IS RESOLVED.

G. POST BELIEVES THE POSSIBILITY OF CONVERTING TO AN INTERNATIONAL MARKETING CENTER ALONG LINES NOW PURSUED BY COLOGNE IS NOT PRACTICABLE HERE. COLOGNE HAS LONG LIST OF TRADE FAIRS IN SEVERAL COUNTRIES FROM WHICH TO CHOOSE WHILE THIS AREA IN PRACTICE IS RESTRICTED TO THE SKIMPY AND UNRELIABLE PROGRAM OFFERED BY IIFEC. FURTHER, THE NOTION AT SUCH A SHIFT MIGHT OR WOULD RESULT IN LOWER RENTAL COSTS IS CONTRARY TO REALITIES OF THIS MARKET. TC NOW ENJOYS, FOR REASONS WHICH ARE WELL KNOWN, A TOKEN RENT SITUATION AND ANY CHANGE, EVEN TO MUCH SMALLER PREMISES, WOULD INVOLVED HIGHER RATHER THAN LOWER RENT.

H. AT THIS JUNCTURE, POST WOULD WELCOME TWO TC OFFSITES AT IIFEC GROUNDS PLUS FIVE TC EXHIBITIONS PLUS EXPANDED BSP AND SPECIAL EVENT PROGRAM. LATTER CAN BE ACHIEVED ONLY IF SUITABLE NEW PREMISES (E.G. NEW COMPOUND CONSTRUCTION) AVAILABLE TO PERMIT INCREASED UTILIZATION.

2. POST MARKET RESEARCH OFFICER HAS ALREADY SUBMITTED A DETAILED PROPOSAL OUTLINING THE DIRECTION THAT HIS WORK SHOULD TAKE DURING THE NEXT 18 MONTHS. THE MAIN THRU OF THIS NEW EFFORT IS TO PROVIDE MORE DETAILED AND VIABLE RESEARCH, BOTH NEW AND UPDATED, WHICH IS INTENDED TO REDUCE,
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INSOFAR AS POSSIBLE, THE PROCUREMENT DIFFICULTIES WHICH HAVE HAMPERED CAGNE. THIS PROPOSAL SUBJECT SEPTTEL.

3. FOLLOWING IS REVISION POST RECOMMENDATIONS FOR FY-79 USTC EXHIBITION SCHEDULE REQUESTED REFTTEL. CHOICE OF THEMES AND TIMING REPRESENTS EFFORT BLEND POST'S ASSESS-

MENT OF THEMES PROMOTABLE USING USTC VEHICLE AND CAGNE
RESTRICTIONS RE THEME REPETITION.

A) OCTOBER, 1978: AVIATION, AVIONICS, AIRPORT EQUIPMENT
AND SERVICES: DESPITE LIMITED END-USER UNIVERSE, THEME
RESPONDS TO LONG RANGE OPPORTUNITIES ALREADY IDENTIFIED.
EXISTING RESEARCH WILL REQUIRE EXPANSION AND UPDATING.

B) NOVEMBER, 1978: HEALTH CARE EQUIPMENT THEME MAY
HOLD UP DEPENDING UPON RESULTS CAGNE'S U.S. INDUSTRY POLL.
IF POLL RESULTS NEGATIVE OR FUNDING PROBLEMS PRECLUDE
PARTICIPATION "IRANMED" SHOW, "DOWNSTREAM" METALLURGICAL
INDUSTRIES EQUIPMENT SHOULD PROVE VIABLE ALTERNATIVE.
METALLURGICAL THEME WOULD REQUIRE EXPANDED RESEARCH, WHICH
SHOULD BEGIN SOON IF THEME SELECTED FOR THIS TIME SLOT.

C) JANUARY/FEBRUARY, 1979: POST'S ORIGINAL PROPOSAL COULD
BE EXPANDED TO FOOD PROCESSING THEME WHICH COULD THUS
ATTRACT WIDER END-USER UNIVERSE. FYI, LAST USTC
EXHIBITION THIS THEME WAS JUNE, 1975.

D) FEBRUARY/MARCH 1979: POST PROPOSES "AMERICAN HOME"
EXHIBITION FEATURING STEREO EQUIPMENT, SELECTED APPLIANCES AND
HOME FURNISHINGS.

E) MAY, 1979: ELECTRIC POWER/ENERGY SYSTEMS THEME APPROVED
FOR THIS SLOT PER REFTEL.

F) JUNE, 1979: CONSTRUCTION, MINING AND MATERIALS
HANDLING EQUIPMENT AT IIFEC SPECIALIZED SHOW APPROVED
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PER REFTEL.

G) SEPTEMBER, 1979: POST PROPOSES COMPUTERS/BUSINESS
EQUIPMENT THEME, THUS PROVIDING CAGNE WITH THREE YEAR
REPEAT CYCLE REQUIRED AND GIVING USTC OPPORTUNITY
PROMOTE EXCEPTIONALLY GOOD THEME ASAP.
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